

Message Text

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13

ACTION EA-14

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-07 PA-04 RSC-01 PRS-01 SP-03 SS-20

USIA-15 DRC-01 /090 W

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R 070901Z JUN 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 2457

INFO CINCPAC HONOLULU HI

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CINCPAC FOR POLAD

E.O. 11652: NA

TAGS: PINT JA

SUBJ: LDP OPENS UPPER HOUSE ELECTION CAMPAIGN HEADQUARTERS

1. LDP FORMALLY OPENED ITS UPPER HOUSE ELECTION CAMPAIGN HEADQUARTERS AT PARTY HEADQUARTERS JUNE 6 WITH CEREMONY ATTENDED BY 96 PARTY-ENDORSED CANDIDATES (35 IN NATIONAL CONSTITUENCY AND 61 IN LOCAL CONSTITUENCIES). PRIMIN TANAKA AND PARTY LEADERS GAVE PEP TALKS ENCOURAGING ALL CANDIDATES TO DO BEST TO WIN.

2. IN UNUSUALLY STRONG STATEMENT, PRIMIN TANAKA ALSO BLUNTLY WARNED CANDIDATES IN 26 SINGLE-SEAT LOCAL DISTRICTS THAT PARTY WOULD NOT ENDORSE THEM FOR REELECTION UNLESS THEY GAIN 51 PERCENT OF VOTE THIS TIME. (OPPOSITION PARTY INCUMBENTS NOW HOLD 5 OF THESE SEATS.) PRIMIN ALSO EXPRESSED BELIEF THAT ALL 35 NATIONAL CONSTITUENCY CANDIDATES PROBABLY WOULD WIN ELECTION, BUT CALLED ON FIFTEEN BORDER-LINE CANDIDATES TO INTENSIFY THEIR CAMPAIGN EFFORTS.

3. FOLLOWING CEREMONY, PARTY PRESENTED NATIONAL CONSTITUENCY CANDIDATES WITH CAMPAIGN FUNDS OF 10 MILLION

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YEN EACH. IN REPORTING THIS PRESENTATION, WHICH WELL

WITHIN LEGAL LIMITATION ON CAMPAIGN SPENDING, MEDIA GENERALLY
GAVE MORE REALISTIC APPRAISAL OF FULL EXTENT OF SPENDING
BY QUOTING CURRENT POLITICAL CATCH-PHRASE, QTE GOTO, SANRAKU
UNQTE, MEANING THAT CANDIDATE WHO SPENDS 500 MILLION YEN
(ABOUT 1.7 MILLION DOLLARS) WILL WIN, BUT CANDIDATE WHO
SPENDS ONLY 300 MILLION YEN (ABOUT 1.07 MILLION DOLLARS)
WILL LOSE. (SOME VARIATIONS PLACE WINNER'S TOTAL AS HIGH AS
900 MILLION YEN.)
SHOESMITH

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